

## ORDER



**Orders**  
**Order / Rev:** 724045  
**Alt Order #:** 06389193  
**Product Desc:** OBAMA 60S  
**Estimate:** 2175  
**Flight Dates:** 10/25/12 - 10/29/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/22/12   | 10/28/12 | 18      | \$98,800.00  | \$83,980.00 |
| 10/29/12   | 11/04/12 | 10      | \$51,000.00  | \$43,350.00 |

## Totals

| Month         | # Spots   | Gross Amount        | Net Amount          | Rating      |
|---------------|-----------|---------------------|---------------------|-------------|
| October 2012  | 18        | \$98,800.00         | \$83,980.00         | 0.00        |
| November 2012 | 10        | \$51,000.00         | \$43,350.00         | 0.00        |
| <b>Totals</b> | <b>28</b> | <b>\$149,800.00</b> | <b>\$127,330.00</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer        |              |              | Start Of Order - End Of Order | 100%    |

| Ln    | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time | Days              | Len  | Spots       | Rate       | Pri           | Rtg  | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|------|-------------|------------|---------------|------|------|-------|------------|
| N 1   | WKYC | 10/25/12          | 10/26/12        | M-F 5-6a<br>Channel 3 News @ 5AM       | CM    | 5a-6a          | ---TF--           | 1:00 | 1           | \$1,800.00 | P-1           | 0.00 | NM   | 1     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                | <u>Spots/Week</u> |      | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | ---TF--                                |       |                | 1                 |      | \$1,800.00  |            | 0.00          |      |      |       |            |
| 2     | WKYC | 10/29/12          | 10/29/12        | M-F 6-7a<br>Channel 3 News Today @ 6AM | CM    | 6a-7a          | M-----            | 1:00 | 1           | \$4,000.00 | P-1           | 0.00 | NM   | 1     | \$4,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                | <u>Spots/Week</u> |      | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | M-----                                 |       |                | 1                 |      | \$4,000.00  |            | 0.00          |      |      |       |            |
| N 3   | WKYC | 10/25/12          | 10/26/12        | M-F 6-7a<br>Channel 3 News Today @ 6AM | CM    | 6a-7a          | ---TF--           | 1:00 | 1           | \$2,800.00 | P-2           | 0.00 | NM   | 1     | \$2,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                | <u>Spots/Week</u> |      | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | ---TF--                                |       |                | 1                 |      | \$2,800.00  |            | 0.00          |      |      |       |            |
| 4     | WKYC | 10/29/12          | 10/29/12        | M-F 7-9a Today<br>Today Show           | CM    | 7a-9a          | M-----            | 1:00 | 1           | \$4,000.00 | P-1           | 0.00 | NM   | 1     | \$4,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                | <u>Spots/Week</u> |      | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | M-----                                 |       |                | 1                 |      | \$4,000.00  |            | 0.00          |      |      |       |            |
| N 5   | WKYC | 10/25/12          | 10/26/12        | M-F 7-9a Today<br>Today Show           | CM    | 7a-9a          | ---TF--           | 1:00 | 2           | \$2,800.00 | P-2           | 0.00 | NM   | 2     | \$5,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                | <u>Spots/Week</u> |      | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |
| Week: |      | 10/22/12          | 10/28/12        | ---TF--                                |       |                | 2                 |      | \$2,800.00  |            | 0.00          |      |      |       |            |
| 6     | WKYC | 10/27/12          | 10/27/12        | Sat 9-1030a<br>Channel 3 News 9am Sat  | CM    | 9a-1030a       | -----S-           | 1:00 | 1           | \$2,800.00 | P-2           | 0.00 | NM   | 1     | \$2,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                | <u>Spots/Week</u> |      | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |

Order / Rev: 724045  
 Alt Order #: 06389193  
 Flight Dates: 10/25/12 - 10/29/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA 60S  
 Estimate: 2175

WKYC

| Ln   | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time                | Days    | Len  | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount      |
|------|------|-------------------|-----------------|--|-------|-------------------------------|---------|------|-------|-------------|-----|---------------|------|-------|-------------|
| 6    | WKYC | 10/27/12          | 10/27/12        | Sat 9-1030a<br>Channel 3 News 9am Sat  | CM    | 9a-1030a                      | -----S- | 1:00 | 1     | \$2,800.00  | P-2 | 0.00          | NM   | 1     | \$2,800.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/22/12    | 10/28/12        | -----S-                                |       | 1                             |         |      |       | \$2,800.00  |     | 0.00          |      |       |             |
| 7    | WKYC | 10/28/12          | 10/28/12        | Sun 9-1030a<br>Channel 3 News Sun 9a   | CM    | 9a-1030a                      | -----S  | 1:00 | 1     | \$2,800.00  | P-2 | 0.00          | NM   | 1     | \$2,800.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/22/12    | 10/28/12        | -----S                                 |       | 1                             |         |      |       | \$2,800.00  |     | 0.00          |      |       |             |
| N 8  | WKYC | 10/25/12          | 10/26/12        | M-F 10-11a<br>M-F 10-11a               | CM    | 10a-11a                       | ---TF-- | 1:00 | 2     | \$500.00    | P-2 | 0.00          | NM   | 2     | \$1,000.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/22/12    | 10/28/12        | ---TF--                                |       | 2                             |         |      |       | \$500.00    |     | 0.00          |      |       |             |
| 9    | WKYC | 10/29/12          | 10/29/12        | M-F 11a-1230p<br>11a-1230p             | CM    | 11a-1230p                     | M-----  | 1:00 | 1     | \$800.00    | P-2 | 0.00          | NM   | 1     | \$800.00    |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/29/12    | 11/04/12        | M-----                                 |       | 1                             |         |      |       | \$800.00    |     | 0.00          |      |       |             |
| 10   | WKYC | 10/29/12          | 10/29/12        | Days of Our Lives<br>Days of Our Lives | CM    | 1p-2p                         | M-----  | 1:00 | 1     | \$1,600.00  | P-1 | 0.00          | NM   | 1     | \$1,600.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/29/12    | 11/04/12        | M-----                                 |       | 1                             |         |      |       | \$1,600.00  |     | 0.00          |      |       |             |
| 11   | WKYC | 10/29/12          | 10/29/12        | M-F 2-3p<br>Rachel Ray                 | CM    | 2-3p                          | M-----  | 1:00 | 1     | \$1,300.00  | P-1 | 0.00          | NM   | 1     | \$1,300.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/29/12    | 11/04/12        | M-----                                 |       | 1                             |         |      |       | \$1,300.00  |     | 0.00          |      |       |             |
| N 12 | WKYC | 10/25/12          | 10/26/12        | M-F 2-3p<br>Rachel Ray                 | CM    | 2-3p                          | ---TF-- | 1:00 | 1     | \$800.00    | P-2 | 0.00          | NM   | 1     | \$800.00    |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/22/12    | 10/28/12        | ---TF--                                |       | 1                             |         |      |       | \$800.00    |     | 0.00          |      |       |             |
| 13   | WKYC | 10/29/12          | 10/29/12        | M-F 3-4p<br>The Doctors                | CM    | 3p-4p                         | M-----  | 1:00 | 1     | \$1,300.00  | P-1 | 0.00          | NM   | 1     | \$1,300.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/29/12    | 11/04/12        | M-----                                 |       | 1                             |         |      |       | \$1,300.00  |     | 0.00          |      |       |             |
| N 14 | WKYC | 10/25/12          | 10/26/12        | M-F 4-5p<br>Ellen Degeneres            | CM    | 4p-5p                         | ---TF-- | 1:00 | 1     | \$1,200.00  | P-2 | 0.00          | NM   | 1     | \$1,200.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/22/12    | 10/28/12        | ---TF--                                |       | 1                             |         |      |       | \$1,200.00  |     | 0.00          |      |       |             |
| 15   | WKYC | 10/29/12          | 10/29/12        | M-F 4-5p<br>Ellen Degeneres            | CM    | 4p-5p                         | M-----  | 1:00 | 1     | \$1,600.00  | P-1 | 0.00          | NM   | 1     | \$1,600.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/29/12    | 11/04/12        | M-----                                 |       | 1                             |         |      |       | \$1,600.00  |     | 0.00          |      |       |             |
| 16   | WKYC | 10/29/12          | 10/29/12        | M-F 7-730p<br>Channel 3 News at 7P     | CM    | 7-730p                        | M-----  | 1:00 | 1     | \$6,400.00  | P-1 | 0.00          | NM   | 1     | \$6,400.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/29/12    | 11/04/12        | M-----                                 |       | 1                             |         |      |       | \$6,400.00  |     | 0.00          |      |       |             |
| N 17 | WKYC | 10/25/12          | 10/26/12        | Nightly News<br>Nightly News           | CM    | M-Su 6:28p-7p                 | ---TF-- | 1:00 | 1     | \$12,000.00 | P-1 | 0.00          | NM   | 1     | \$12,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/22/12    | 10/28/12        | ---TF--                                |       | 1                             |         |      |       | \$12,000.00 |     | 0.00          |      |       |             |
| 18   | WKYC | 10/29/12          | 10/29/12        | Mon Prime C<br>Mon Prime C             | CM    | 10-11p                        | M-----  | 1:00 | 1     | \$10,000.00 | P-2 | 0.00          | NM   | 1     | \$10,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/29/12    | 11/04/12        | M-----                                 |       | 1                             |         |      |       | \$10,000.00 |     | 0.00          |      |       |             |
| 19   | WKYC | 10/29/12          | 10/29/12        | Mon Prime Other<br>Monday Prime Other  | CM    | Various<br>(8:00 PM-10:00 PM) | M-----  | 1:00 | 1     | \$20,000.00 | P-2 | 0.00          | NM   | 1     | \$20,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|      |      | Week: 10/29/12    | 11/04/12        | M-----                                 |       | 1                             |         |      |       | \$20,000.00 |     | 0.00          |      |       |             |
| N 20 | WKYC | 10/25/12          | 10/25/12        | Thu Prime A<br>Thu Prime A             | CM    | 8-9p<br>(8:00 PM-9:00 PM)     | ---T--- | 1:00 | 1     | \$7,000.00  | P-2 | 0.00          | NM   | 1     | \$7,000.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u>             |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |

Order / Rev: 724045  
 Alt Order #: 06389193  
 Flight Dates: 10/25/12 - 10/29/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA 60S  
 Estimate: 2175

WKYC

| Ln     | Ch    | Start             | End             | Inventory Code   | Break             | Start/End Time                     | Days          | Len  | Spots | Rate        | Pri | Rtg  | Type | Spots        | Amount      |
|--------|-------|-------------------|-----------------|--|-------------------|------------------------------------|---------------|------|-------|-------------|-----|------|------|--------------|-------------|
| N20    | WKYC  | 10/25/12          | 10/25/12        | Thu Prime A<br>Thu Prime A                             | CM                | 8-9p<br>(8:00 PM-9:00 PM)          | ---T---       | 1:00 | 1     | \$7,000.00  | P-2 | 0.00 | NM   | 1            | \$7,000.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> | <u>Rate</u>                        | <u>Rating</u> |      |       |             |     |      |      |              |             |
|        | Week: | 10/22/12          | 10/28/12        | ---T---  | 1                 | \$7,000.00                         | 0.00          |      |       |             |     |      |      |              |             |
| 21     | WKYC  | 10/27/12          | 10/27/12        | Sat Prime A<br>8-9p                                    | CM                | 8-9p<br>(8:00 PM-9:00 PM)          | -----S-       | 1:00 | 1     | \$3,200.00  | P-2 | 0.00 | NM   | 1            | \$3,200.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> | <u>Rate</u>                        | <u>Rating</u> |      |       |             |     |      |      |              |             |
|        | Week: | 10/22/12          | 10/28/12        | -----S-  | 1                 | \$3,200.00                         | 0.00          |      |       |             |     |      |      |              |             |
| 22     | WKYC  | 10/27/12          | 10/27/12        | Sat Prime B<br>Sat Prime B                             | CM                | 9-10p<br>(9:00 PM-10:00 PM)        | -----S-       | 1:00 | 1     | \$3,200.00  | P-2 | 0.00 | NM   | 1            | \$3,200.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> | <u>Rate</u>                        | <u>Rating</u> |      |       |             |     |      |      |              |             |
|        | Week: | 10/22/12          | 10/28/12        | -----S-  | 1                 | \$3,200.00                         | 0.00          |      |       |             |     |      |      |              |             |
| N23    | WKYC  | 10/25/12          | 10/28/12        | LN (M-Su)<br>Late News (M-Su)                          | CM                | 11P-1135P                          | ---TFSS       | 1:00 | 1     | \$6,400.00  | P-1 | 0.00 | NM   | 1            | \$6,400.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> | <u>Rate</u>                        | <u>Rating</u> |      |       |             |     |      |      |              |             |
|        | Week: | 10/22/12          | 10/28/12        | ---TFSS  | 1                 | \$6,400.00                         | 0.00          |      |       |             |     |      |      |              |             |
| 24     | WKYC  | 10/28/12          | 10/28/12        | Football Night in America<br>Football Night In America | CM                | Various                            | -----S        | 1:00 | 1     | \$12,000.00 | P-2 | 0.00 | NM   | 1            | \$12,000.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> | <u>Rate</u>                        | <u>Rating</u> |      |       |             |     |      |      |              |             |
|        | Week: | 10/22/12          | 10/28/12        | -----S   | 1                 | \$12,000.00                        | 0.00          |      |       |             |     |      |      |              |             |
| 25     | WKYC  | 10/28/12          | 10/28/12        | NFL Regular Season Fo<br>NFL Football                  | CM                | NFL Football<br>(8:00 PM-11:00 PM) | -----S        | 1:00 | 1     | \$36,000.00 | P-2 | 0.00 | NM   | 1            | \$36,000.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> | <u>Rate</u>                        | <u>Rating</u> |      |       |             |     |      |      |              |             |
|        | Week: | 10/22/12          | 10/28/12        | -----S   | 1                 | \$36,000.00                        | 0.00          |      |       |             |     |      |      |              |             |
| 26     | WKYC  | 10/28/12          | 10/28/12        | Sun 130x-230x<br>Sun 130x-2x                           | CM                | 130a-2a<br>(1:30 XM-2:00 XM)       | -----S        | 1:00 | 1     | \$200.00    | P-3 | 0.00 | NM   | 1            | \$200.00    |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> | <u>Rate</u>                        | <u>Rating</u> |      |       |             |     |      |      |              |             |
|        | Week: | 10/22/12          | 10/28/12        | -----S   | 1                 | \$200.00                           | 0.00          |      |       |             |     |      |      |              |             |
| Totals |       |                   |                 |  |                   |                                    |               |      |       |             |     |      | 28   | \$149,800.00 |             |